

PRICER

BRINGING TRUST TO RETAIL

The Core of Store **Digitalization**



History

Pricer is the solution driven leader transforming retail through digitally connected stores



Pricer in Brief

Pricer AB is a global leader in providing in-store digital shelf-edge solutions that enhance both store performance and the shopping experience. The increasingly feature-rich Pricer platform is fast, robust, interconnectable and scalable.

Pricer has delivered a constant stream of innovative technologies, products and solutions to the retail market for three decades. Based in Stockholm, Sweden, and with significant global presence, Pricer continues to dominate and drive forward the market for smart retail in-store technology in collaboration with some of the world's leading retailers within grocery, DIY, electronics and pharmacy.

These leading retailers have a tireless focus in driving cost, efficiency and customer engagement. They demand constant innovation while requiring longevity and reliability of in-store systems.

Pricer was founded in Sweden in 1991 and is listed on NASDAQ Stockholm.

Digitalization of the physical stores is imperative to the omni channel customer experience.

Pricer is reinventing retail with the latest technology platform. Electronic Shelf Labels are not only a supplemental feature, but a fundamental piece in the holistic shopping experience for the consumer and a turning point for profitability.

200 Million
Labels Deployed

5
Continents

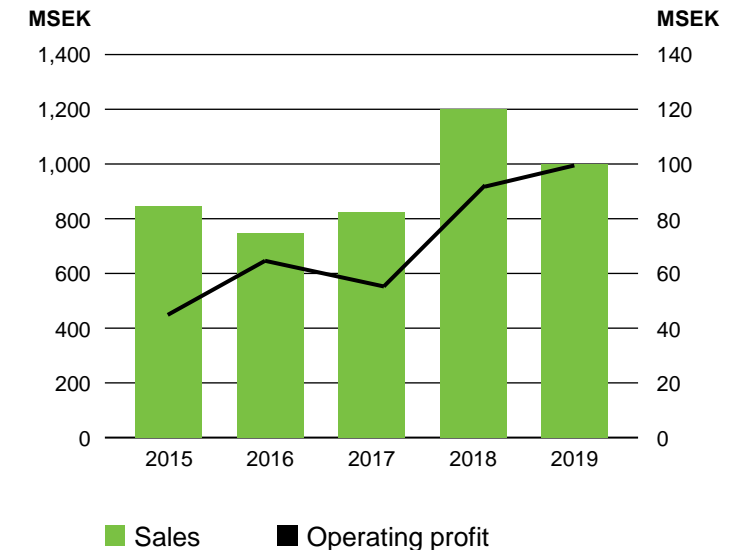
20 Million
Labels Yearly

60+
Countries

17000+
Stores

10
Office Locations

Development the Past 5 Years



Optical Wireless Communication for retail – the fastest ESL system on the planet

Pricer Brand Platform



Essence

Pricer is the physical in-store digitalization platform that enables efficiency at the shelves for the store staff and drives shoppers satisfaction.



Promise

Pricer's platform is the enabling link to the continuous digitalization of the physical store and the demands of the digitally connected shoppers.



Vision

To be recognized as a solution-driven leader transforming retail through digitally connected stores.

Enabling Real-Time

- Real-time pricing
- Real-time stock take
- Real-time picking and shelf stocking
- Real-time scalability
- Real-time Wayfinding
- Real-time Data

Speed

Up to 90'000 updates per hour

100% Scalable

One platform for all store formats and a consistent behavior – no matter how small or large, or how many stores you roll out.

Building the Digital Store

- Real-time in-store automation and pricing requires superior technology
- Responsiveness; as a key success factor for in-store digitalization
- Reliability; a fundamental feature for large scale roll-out of the digitalized store
- State of the art communication technology creating a game changing platform

Advanced Solutions to Maximize Store Efficiency and Customer Engagement

The increasingly feature-rich Pricer platform provides the foundation for our customers to continue to enhance store efficiency and profitability, and drive new innovations in customer interaction and enhanced experience through a whole range of enhanced capabilities. The platform is the foundation for advanced use cases. A few of them are described below.

Real-time Flash

Integrated LED flash in the ESL for quickly finding product on the shelf. Only Pricer is able to provide this with sustained ESL-battery life-time. Flash by barcode scanning, app and handheld device or from back-office. The real-time flash is a prerequisite for advanced in-store processes.

Click & Collect

Picking goods is one of the most important and time-consuming parts of managing online orders. It is important that the right product ends up in the right bag in order to be delivered to the right customer. By using modern digital systems for in store picking, based on ESLs with Instant Flash, it is possible to improve, secure and speed up the process significantly.

Price Automation

- Automate price change at shelf edge.
- Eliminate price errors and maximize price accuracy.
- Automate promotions & temporary price changes.
- Real-time and competitive pricing.
- Centralize the core pricing function.
- Maximize margins with immediate price reactivity.
- Build customer trust.
- Modernize stores and enhance image.



NFC & QR – Customer Interaction

NFC communication provides for a flexible, scalable and secure system enabling advanced customer engagement systems such as product information and shelf payment solutions.

Smart Replenishment

The store employee scans the product barcode and the label starts flashing within milliseconds showing where the product is supposed to be replenished and puts up the product. There are huge amounts of hours are spent on replenishment.



Advanced Solutions to Maximize Store Efficiency and Customer Engagement

Correct Inventory

Before the store opens:

- Switch all labels to stock page.
- Flash all labels with low (negative) stock or non-moving items.
- Count, update, confirm => flash stops
- At store opening, switch all labels back to pricing

SmartTAG Power

